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# PROGRESSIVE AND THE EVERBEARERS



TRADE MARK

C. N. Flansburgh & Son  
Jackson - Michigan

CHOICE STRAWBERRIES  
HIGH GRADE PLANTS



*L.C. Corbett*  
Washington  
U.S. Bureau of Plant Industry  
D.C.

INDEXED



## PROGRESSIVE AND THE EVERBEARERS

**FRIENDS:**—I am thankful for the strawberry—that I like to grow them—that I like to hoe and work among them—that I like the game of it all around, the thrills and the enthusiasm—a game worth while—of a crop that pays.

I am still more thankful for the everbearers as more dependable, more productive and more profitable, with their full crop in June like ordinary sorts, their quick recovery under intensive cultivation, to bloom and bear again fine fruit throughout the summer and fall.

As I write, November 20, they are retailing in the city at 50 cents per quart. We wholesaled at around 30 cents per quart from early July until after heavy frosts that killed all other crops about a month ago, since when there have been other harder frosts and cold dark days when we would not pick for sale. These latest berries under such conditions can not help but lack that better quality and finer flavor that make them so superior throughout the warm sunshiny days of summer and early fall, but they are still strawberries.

We have letters from strawberry friends in many sections praising the Everbearers, particularly "Progressive" and other of the Rockhill varieties. They are just as enthusiastic as I am and thankful that there is still one crop that pays, but farmers everywhere with the regular farm crops are having a hard time of it these days with prices down for everything they have produced while high and still advancing for most of all they have to buy. Out west many are giving up the farms they bought a while ago unable to meet payments or the interest. In the East many are looking anxiously for some other than the regular farm crop that will make a living and a profit waiting re-adjustment or else good-bye to hopes and dreams for proud and great America.

We cannot all grow strawberries and there is little danger that you and I will ever lose our job. There are millions in the cities who hardly get a taste, much less, enough, ask them, and many on the farms as well, some of these will tell you that they have no time to fuss with them, would rather buy, and so they do, if they get the time to go after them or some one brings them to their door.

But what about home gardens and the Everbearers, say "Progressive" in great abundance at the regular June fruiting, then a short interval for recovery—a month or less with thorough cultivation and then strawberries every day throughout the summer and fall—a hundred or two hundred plants, or if for surplus and the roadside market a thousand plants or more—an acre for the city market at more profit than ten or twenty acres of ordinary farm crops.

Progressive is the earliest of all varieties, bringing highest prices for the first home grown. From about an acre we have sold \$200.00 worth of berries the first two pickings in advance of the June varieties—and this mostly from the mother plants that we had saved to fruit when digging for our trade in the Spring. Following this June crop they produced at the rate of \$1,000.00 per acre fruiting throughout the summer and fall and made a good crop the next spring before we plowed them under—four crops in 26 months, having made their first crop, also a good one, within seven months from the setting out. We have not done as well as that this last season. The drouth was too severe throughout July and August but did not stop their fruiting right along. We mentioned this by way of illustration and comparison in our catalog last year with reports from customers of larger yields where this variety was grown in strict hill-culture from the start entirely for fruit.

Progressive is the hardiest of all varieties that has ever been produced and proved by repeated demonstrations time and time again under all conditions. It has been thoroughly tried out. The bloom will stand more frost and cold than any other variety I know unless it is the "Haverland" but unlike Haverland or other June varieties it is an Everbearer of the strongest type. If a hard freeze gets them in the spring they are not knocked out for keeps or for the season. It is only one round and they come again and keep on coming until it freezes up in fall—as long as grass can grow.

Hill culture for the finest fruit in three foot rows, the plants 14 inches in the row, or in two foot check rows to cultivate both ways, (about 11,000 plants per acre) and thorough cultivation, clipping off all runners as you hoe and pinching off all fruiting stems until plants are well established, growing good (about July 1st) thorough cultivation and repeat. Don't be afraid no matter what it costs, the more you give the more you will receive. There's nothing easier to grow that pays so well in garden or in field, or more reliable.

C. N. F.



This picture shows Harlow Rockhill of Iowa and C. N. Flansburgh of Michigan inspecting a field of the new ever-bearing strawberry—"Rockhill No. 26." The plants here shown were set in April, the date of the picture July 16, with ripe berries on the Spring-set plants and a few on runners. "No. 26" seems to be the "coming berry."

Above is from The Rural New-Yorker, Sept. 2, 1922. Mr. Rockhill at the left is the originator of Progressive introduced by us in 1913, most famous of all varieties today and growing better every year. No. 26 is a new variety—a seedling of Progressive that we have been trying out for Mr. Rockhill as mentioned in our catalog last year, creating more than common interest and much inquiry. The R. M. Kellogg Co. of Three Rivers, Mich., have recently secured from Mr. Rockhill all rights regarding this new variety as sole introducers.

## “ROCKHILL” THE \$50,000.00 EVERBEARER

Plants of "Rockhill," the \$50,000.00 everbearer, can be secured only through the **R. M. Kellogg Company, Three Rivers, Michigan**. Mr. Harlow Rockhill, the originator, has sold to the Kellogg Company the **exclusive right** to propagate and sell plants of this, his greatest production.

If you are interested in this most wonderful everbearer write for our **special Rockhill folder**, which gives prices in small and large quantities, also complete information.

From this folder you will get a most interesting and thrilling story of the Rockhill everbearer. It tells where the Rockhill came from; how long it took to get it; who brought it; why it cost \$50,000.00; why it is worth the price; and tells what experts say about it; also shows photo engraving of Mr. Rockhill.

Pictures the **huge size** of the berries and the **mammoth yield** of a single hill in natural colors.

This new Rockhill everbearer is not only the best fall bearing variety but it also **excels** any of the well known standard varieties as a **big summer cropper**.

We are sending this folder to all interested parties free to relieve C. N. Flansburgh and Son from **unnecessary correspondence**. The only way you can get full and complete information regarding this \$50,000.00 everbearer is through our folder.

If you want to know all about this real **strawberry sensation** don't fail to write us so we may send you one of these beautiful folders, then you can see for yourself how wonderful the Rockhill really is, your name and address that's all. This beautiful folder is **FREE**.

**R. M. Kellogg Company**

Box 164

Three Rivers, Michigan

## AMERICUS

(Per.) (Everbearing)

First of the everbearers that have proved predominant. A seedling of Pan-American and Louis Gauthier, from the same batch of seedlings as No. 1 (Francis), foliage a little larger a shade lighter in color. A good heavy root system; a better plant maker. Americus is strongly staminate. Plants are strong, healthy and deep rooters. The fruit is firm, medium to large in size, light red, heart shape, of fine texture, quality extra good; fruit stems stout, holding large berries high from the ground, unless repeatedly disbudded it will bear constantly from June to November. A fairly free plant maker and young runner plants begin to bear as soon as they begin to root. When we have had plants to fruit in June it has been among the largest and finest at that time as it is among the everbearers in summer and fall.

## FRANCIS

(Per.) (Everbearing)

One of the finest. Fruit large and firm—of delightful aroma, light bright red, glossy and attractive, an exhibition berry. A most persistent fruiter, the spring set plants bear so heavily that as a rule they make but few new plants which also bear fine fruit, often before well rooted in the soil, sometimes before striking root at all, so that unless repeatedly disbudded it makes few plants and mostly rather small.

Francis is a wonder beyond compare, but for the specialist it is a prize. Who that knows it has not had visions of a solid acre for the city market. We pick our lightest soil for this variety. I wish we had more of it. Try a few plants on sandy upland for the finest fruit.

## PROGRESSIVE

(Per.) (Everbearing)

Originated in 1908 by Harlow Rockhill of Iowa, the originator of Americus, Francis, Iowa and others. Parentage Pan-American and Dunlap—the only plant saved out of 4,000 seedlings.

Progressive is the most vigorous and thrifty grower of any of the everbearers that we list. With tall, luxuriant foliage to protect the bloom and fruit from the hot sun and frosts. Practically every blossom makes a berry and every berry makes a perfect fruit. Medium in size, dark red, fine quality and produced in great abundance on the spring set plants and runner plants throughout the summer and fall—the first of all varieties, whether June or everbearing, to ripen on the year-old plants in spring.

We realize it would be an error for us to underrate or overstate a single feature of this most important variety offered to our customers, in 1913 at \$75.00 per 1,000 plants and selling to our competitors as well, in large amounts. It is not the largest of the everbearers, averaging in size about like Dunlap. We call it the Dunlap of the everbearers, reminding us of that grand variety in many ways—both plants and fruit. Like Dunlap—most famous of all June varieties—so will Progressive, with its Dunlap-blood, transmitting all its virtues, and others in addition, long reign—a standard for the everbearers.

## PEERLESS

(Per.) (Everbearing)

New. Our plants were received last spring from Samuel Cooper, the originator, who said that he regarded Superb the best of his originations until he developed the "Peerless," which for four years had proved to be more productive, of larger and better quality of berries than the Superb. That he was confident when enough plants can be grown that it would be the leader as a fall bearer, and also for the main crop in the spring.

We paid Mr. Cooper \$10.00 per dozen for the Pan-American many years ago, and more recently \$5.00 per dozen for the Superb, and now \$5.00 per dozen for the Peerless. The plants have made a strong, vigorous growth in spite of the drouth, and the variety promises to prove all claims. We will wait and see.

Above is from our 1917 catalog. While the two varieties are the same type and so alike that few would note the difference at a glance we are satisfied that Peerless is the better variety for us and will drop the other from our list.

**Write us for Prices on Progressive  
in 5,000 and 10,000 Lots.**

**DO IT NOW!**

**Don't wait until it's too late.**

## THE JUNE VARIETIES

We are now growing Dunlap, Dr. Burrill, K's Premier and K's Prize more extensively for our trade and for our own fruiting than all others of the June varieties. The "Dunlap" (Senator Dunlap) is the best known, early and mid-season variety. "Dr. Burrill" is very similar to "Dunlap"—as good, if not better. "K's Premier" is our best first early among June varieties—a good grower and early—while the fruit is large and fine—as productive as Haverland or any others of the old standbys and with "K's Prize" for late it would be hard to pick a better big four combination for the market among well tried varieties. With us the early sorts pay best. Aside from the Progressive—earliest of all at the regular June fruiting—followed by the other Everbearers, comes K's Premier, Dunlap, Dr. Burrill, Warfield, Haverland, Joe Johnson, Paul Jones, Uncle Jim, K's Prize, etc.

Above is from our 1920 catalog, we want to add the "K's Big Late" that we have fruited now two years. It is one of the best late varieties we have ever grown.

All of the above is from our 1921 catalog.

## SPECIAL MENTION

It is now conceded that Howard No. 17 and Premier are the same variety that was originated by A. B. Howard & Son in 1906, but without going into details we believe there is no blame attached to either of the introducers for the mix up. We had thought and it still seems to us that there is a difference, though slight, and we are still keeping them apart as though each were a distinct variety until we have decided which strain of this variety to adopt for keeps.

## CHAMPION (Everbearing)

Our plants of this variety were from the introducer, Mr. Lubke who claims it is superior to "Progressive," it surely will remind you of that variety. We promise you it is a good one and has made good rows. We want you all to try it in comparison.

## COOPER

A June variety and comes highly recommended. Not yet fruited here.

## BUN SPECIAL

We had this variety on trial about four years when it was sold to O. A. E. Baldwin, who outbid all others and to whom we paid the listed rate when introduced that spring (1920), resetting a like number of plants from our own grounds instead as agreed. In 1921 our customers took nearly all we had to spare, and again last spring in larger quantity including certain of our competitors in 3,000 to 5,000 lots so that it has not fruited in a large way with us yet. Like Big Joe it is perfect blossom, season late—a fit companion for late pistillates like Big Late, Prize and Paul Jones. We are regarding it as well a fine and valuable variety.

In this connection we want to speak a good word for the "Dr. Burrill" as a pollinator for any pistillate or imperfect blossom variety in our list. "Burrill" gains favor every year as more reliable and more valuable than the long time famous Dunlap.

## PERFECTION (Everbearing)

Like many other everbearers we have tried made very few new plants—less than were set out last spring, but then it was so dry all summer, they may do better next time—we have none for sale.

## 999 (GIANT) (Everbearing)

A great plantmaker so far—needs further trial.

**WE DO NOT SUBSTITUTE WITHOUT PERMISSION**  
but if you order late and are waiting for the plants, such permission may avoid delay, since we are liable to be sold out of something in your order. We are here to please and satisfy and not to disappoint you by returning orders if it can be helped, but more than all to do business on the level, and we never take this liberty without permission.

## HILL CULTURE

Set out in three foot rows, the plants 14 inches in the row (about 12,000 plants per acre) or in two foot check rows to cultivate both ways (about 11,000 plants per acre). Keep plants disbudded until well established (about July 10). Keep off all runners and keep the soil at all times loose and lively by thorough cultivation and repeat—the more you give the more you will receive.

For matted rows we grow the June varieties 3½ feet by 14 to 18 inches in the row (about 6,000 plants per acre.)

**WE GUARANTEE OUR PLANTS** true to name and to reach their destination in good condition by express or mail to all parts of the United States, up to **May 15th**, with the understanding that we shall not be liable for more than the original cost of the plants in any case. Should a package go astray, be damaged or destroyed enroute, or any error we have made, to be notified at once.

All orders promptly acknowledged and notice sent when plants are shipped, except when forwarded by mail. Our certificate of Inspection is attached to every shipment.

We begin our shipments south as soon as we can dig in spring, about April 1st, sometimes in March. We like to have our customers say when, or proper season, or ship when notified and let us know a few days in advance. We do not substitute without permission.

**Terms:** Cash with order, but orders will be booked to hold if part payment is enclosed, the balance to be sent before shipment. Remit by Postoffice or Express money order, bank draft or check or small sums in one or two cent stamps. A check is often more convenient for our customers and by courtesy of our bankers is equally acceptable with us.

To those who order—say two or five dollars worth of plants, our own selection for a home garden—please state if Everbearing or June fruiting only, or about what part of each, also what kind of soil.

Write us for prices on Progressive in 5,000 and 10,000 lots—do it now—don't wait until it is too late.

### PARCEL POST

Buy plants delivered to your door by Parcel Post  
Fresh dug and no delay.

#### STATE DEPARTMENT OF AGRICULTURE CERTIFICATE OF NURSERY INSPECTION No. 2550

**This is to Certify**, that I have examined the nursery stock of C. N. Flansburgh & Son, Jackson, Michigan, and find it apparently free from dangerous insects and dangerously contagious tree and plant diseases.

This certificate to be void after July 31, 1923.

East Lansing, Mich., Bureau of Foods and Standards,  
Aug. 30, 1922. W. P. HARTMAN, Director.

### PRICE LIST

Six plants of one variety at dozen rates; 50 plants of one variety at hundred rates; 500 plants of one variety at 1,000 rates. (P) for perfect. (I) for imperfect blossoms.

The everbearers are in blackface type.

	By Parcel Post Prepaid	By Express Not Paid
PER 12	PER 100	PER 1000

	PER 12	PER 100	PER 1000	PER 100	PER 1000
Americus (P)	\$0.40	\$2.50	\$13.50	\$2.35	\$12.00
Bun Special (P)	.30	1.60	11.50	1.45	10.00
Dr. Burrill (P)	.20	1.15	6.00	1.00	5.00
Champion (P)	.40	2.50	13.50	2.35	12.00
Cooper (P)	.50				
Early Jersey Giant (P)	.30	1.50	11.50	1.35	10.00
Francis (P)	.50	3.50			
999 (Giant) (P)	.40	2.50			
Glen Mary (P)	.20	1.15	8.50	1.00	7.00
Haverland (I)	.20	1.15	8.50	1.00	7.00
Howard No. 17 (P)	.20	1.15	8.50	1.00	7.00
Joe (Big Joe) (P)	.20	1.15	8.50	1.00	7.00
Kellogg's Big Late (I)	.20	1.15	8.50	1.00	7.00
Kellogg's Premier (P)	.20	1.15	8.50	1.00	7.00
Kellogg's Prize (I)	.20	1.15	8.50	1.00	7.00
Paul Jones (I)	.20	1.15	8.50	1.00	7.00
Peerless (P)	.40	2.50	13.50	2.35	12.00
Progressive (P)	.40	2.50	13.50	2.35	12.00
Senator Dunlap (P)	.20	1.15	6.00	1.00	5.00
Uncle Jim (P)	.20	1.15	8.50	1.00	7.00
Warfield (I)	.20	1.15	6.00	1.00	5.00

Additional Varieties—Black Beauty—Campbells Early—Gandy  
Grand Marie—Magic Gem—Sionilla—Stevens Late Champion.  
25 cents per dozen postpaid.

### SPECIAL OFFER

ALL PLANTS FRESH DUG—POSTPAID

Number 1.

4 Dozen Progressive	-----	\$1.60
2 Dozen Peerless	-----	.80
1 Dozen Americus	-----	.40
1 Dozen Francis	-----	.50
½ Dozen Champion	-----	.20
½ Dozen Giant	-----	.20

THIS COLLECTION FOR

**\$3.00**

If you mention Offer No. 1.

**TOTAL VALUE \$3.70**

Number 2.

Twice as many plants of each above \$5.50.

Number 3.

100 plants (our selection of above) including a few plants of Champion and Giant \$2.50.

**WANTED**—Farm help, mostly in the plants and berries. We have few chores and nothing doing after supper (six o'clock) or Saturday afternoons. Highest wages by the month. We are one mile south of Michigan Center, a suburb of Jackson with two interurban lines from the city. By this we hope to find among our correspondents some enterprising young man with a lively interest in strawberries who will prove more valuable to us than ordinary farm help—to be ready March 15 or April 1.

C. N. FLANSBURGH & SON.

Dear Sir or Madame—You may have received this catalog by call direct or by request from some mutual friend or because you were a customer last year or within the last few years according to our records. If by any chance of duplication you should receive an extra will you kindly give it to some one interested and oblige.

Clearfield, Utah, 1922.—Those Premier and Dr. Burrill I got of you done fine. I had over 3000 cases of fine fruit... Whenever I need more plants you will surely get my order.

ARTHUR WOODWARD.

Rockford, Ill., 4-6-22.—Please send me 5 copies of your catalog for friends. Will also need a small order for myself and I know you grow good plants and know how to pack and ship them.

H. M. WOODWARD.

Muncie, Ind., July 30, 1922.—I have delayed acknowledging receipt of my last order until after the fruiting season. I wish to say that the plants were up to the Flansburgh standard and are doing fine. In the many years I have got plants from you I can truly say that your plants for vitality and true to name have stood 100 per cent.

LEWIS G. COWING.

Ogdensburg, N.Y. 1922.—Enclosed find \$8.75 for Progressive Everbearing plants by Parcel Post. I have had plants of you before and in every case were most satisfactory. We have had berries practically throughout the entire season. They are truly wonderful. Some of these plants are for my neighbors.

C. A. ROGERS.

Lima, Ohio, 2-26-22.—I was about to order elsewhere when Samuel Mongey, one of your customers suggested you. He speaks well for you and your Progressive Everbearing, claiming exceptional success with them. Please send catalog.

H. D. STOMBAUGH.

West Salem, Ind., 4-5-22.—See order for 500 Progressive by Parcel Post. I got some plants of you four years ago and was well pleased.

GEORGE N. SPILLMAN.

Denver, Colo., 3-15-22.—I can buy Progressive plants here at almost any old price, but they are generally badly mixed. I am ordering of you because I know they will be true strain.

G. W. HUBER.

Stockbridge, Mich., 3-24-22.—Enclosed find cash and order for 2000 Progressive and 2000 Dunlap by express when I let you know. No substitute. The everbearers—I have tried them all—there is nothing like Progressive. H. V. JESSE.

Murray, Iowa, 4-28-22.—I received my plants and so nice I am ordering some more for my brother at Jefferson, Iowa. Please send at once and oblige.

MRS. H. C. REASONER.

Pontiac, Mich., May 12, '22.—My good neighbor James Old says you are the best and honestest strawberry grower he knows. He also says I am nearly a month late planting, but I hope you can send me 200 of your best everbearers and oblige.

MRS. W. E. RICE.

Hudson, Mich., May 15, '22.—I see by your catalog that May 15 is the time limit for shipping plants but I could not get to it before and am sending you an order hoping you will supply me. I have always had the best of luck with your plants.

DAVID C. BUCK.

Eloise, Mich., 4-7-22.—Enclosed find \$6.75 for Progressive Everbearing plants by Parcel Post. Last years plants are doing fine and I am sorry I have not more space to spare this year. Hope to be able to give you a bigger order next year.

ERWIN SCHAFER.

Lake View, Mich., 4-30-22.—Mr. Flansburgh—Please send me 100 Progressive Everbearing plants as I cannot afford to be without them. I sure have had success with them. Don't substitute.

MRS. WM. KRUGER.

Utica, Mich., 4-30-22.—Enclosed find money for 1400 more Dunlap. I received the 5,000 the 25th all O. K. and was well pleased with them. Please send by Parcel Post by return mail if possible.

FRANK KOCH.

Grass Lake, Mich., 4-15-22.—Enclosed find order and remittance. We got some of your plants two years ago and was sure satisfied.

ARTHUR RUSSELL.

Home  
of  
the  
Everbearers

---

Plants  
by  
Mail  
Our  
Specialty

Yours  
for  
Life  
Worth  
Living  
in  
Country  
or  
in  
Town



Residence of C. N. Flansburgh, Round Lake Fruit Farm, R. 7, Jackson, Michigan,  
one mile south of Michigan Center.